

Message Text

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ACTION EA-12

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PASS AGRICULTURE AND STR ELECTRONICALLY

E.O. 11652:NA
TAGS: EAGR, ETRD, JA
SUBJECT: JAPANESE FOOD BUYING TEAM - OCT. 15-29

1. IN VIEW OF GROWING JAPANESE INTEREST IN NEW-TO-MARKET FOOD PRODUCTS, THE EMBASSY HAS ORGANIZED A JAPANESE FOOD BUYING TEAM CONSISTING OF 55 BUYERS WHO REPRESENT JAPAN'S LEADING TRADING COMPANIES, WHOLESALERS, SUPERMARKETS AND DEPARTMENT STORES. REGIONAL GROUPS MADE UP OF STATE DEPARTMENTS OF AGRICULTURE REPRESENTING 42 STATES HAVE BEEN ASKED TO PARTICIPATE BY GATHERING SMALL AND MEDIUM SIZE FOOD MANUFACTURERS/SUPPLIERS FROM MEMBER STATES AND WILL HOLD REGIONAL FOOD SHOWS IN EACH CITY WHERE THEIR HEAD-QUARTERS ARE LOCATED.

2. THE ORGANIZATIONS AND LOCATIONS ARE:

- CALIFORNIA DEPT OF FOOD AND AGRICULTURE, SAN FRANCISCO, OCT. 15-17
 - PACIFIC NORTHWEST INTERNATIONAL TRADE COUNCIL, PORTLAND, ORE., OCT. 18-19
 - MID-AMERICA INTL.AGRIC-TRADE COUNCIL, CHICAGO, OCT.20-21
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- EASTERN U.S. AGRICULTURAL AND FOOD EXPORT COUNCIL, NEW YORK, OCT. 23-24
- SOUTHERN U.S. TRADE ASSN., NEW ORLEANS, OCT. 25-26

IN EACH CITY, ONE FULL DAY WILL BE SET ASIDE EXCLUSIVELY FOR FOOD EXHIBITS AND THE FOLLOWING DAY WILL BE RESERVED FOR PLANT TOURS, FARM INSPECTIONS OR FURTHER BUSINESS

NEGOTIATIONS.

3. AT EXHIBIT SITES, POTENTIAL BUYERS WILL BE ABLE TO SAMPLE FOOD PRODUCTS WHICH ARE CLEARED FOR EXPORT TO JAPAN FROM A FOOD SANITATION STANDPOINT. U.S. FIRMS WHO ARE PARTICIPATING IN THESE EXHIBITS HAVE BEEN URGED TO HAVE PRICE QUOTATIONS OF THEIR PRODUCTS (FOB, C&F, CIF) AVAILABLE SO THAT BUSINESS NEGOTIATIONS MAY BE CONDUCTED ON THE SPOT. THE PARTICIPATING BUYERS HAVE EXPRESSED INTEREST IN FOLLOWING PRODUCTS: DRY FOOD ITEMS SUITABLE FOR INCLUSION IN GIFT SETS; FROZEN OR DEHYDRATED FOODS FOR RESTAURANT AND INSTITUTIONAL TRADE; PORTION CONTROL BEEF AND PORK; PEANUT BUTTER IN BULK AND RETAIL PACK; FREEZE DRIED FRUIT POWDER; NATURAL AND HEALTH FOODS AND DRINKS; FROZEN FISH; CANNED HAMS AND OTHER MEAT PRODUCTS, CONFECTIONERY/BAKERY MATERIALS SUCH AS DRIED FRUITS, NUTS, CANNED FRUITS, ETC.; NATURAL CHEESE AND OTHER DAIRY PRODUCTS; FROZEN VEGETABLES INCL. FRENCH FRIES; COOKIES, CANDIES AND SALAD DRESSING TO BE MANUFACTURED TO JAPANESE SPECIFICATIONS FOR SALE AT MAJOR SUPERMARKET CHAINS. CONTACT WITH MAJOR GROCERY WHOLESALERS WHO CAN ASSEMBLE A WIDE VARIETY OF FOODS; FRUIT JUICES; PREPARED MIXES FOR DONUT, SPONGE CAKE, MUFFINS, ETC.; PRUNE CONCENTRATE AND HONEY; FROZEN TURKEY AND FURTHER PROCESSED TURKEY PRODUCTS; FROZEN CHICKEN AND CHICKEN PARTS; FRUIT DRINKS; ALCOHOLIC BEVERAGES INCL. WINE AND BEER; SPAGHETTI SAUCE; SALAD OILS AND UNCLASSIFIED

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SHORTENING; DEHYDRATED NATURAL FRUIT CRYSTALS; PET FOODS; REGULAR COFFEE AND BLACK TEA; DEHYDRATED POTATO FLAKES; FRESH CITRUS FRUITS; FROZEN AND DRIED GG PRODUCTS AND BREEDING STOCKS AND SLAUGHTER CATTLE.

4. COMMENT: THE JAPANESE FOOD BUYING TEAM IS THE LARGEST OF ITS KIND EVER ASSEMBLED SPECIFICALLY FOR THE PURPOSE OF PURCHASING U.S. FOOD PRODUCTS. AMBASSADOR DESIRES THE MAXIMUM AMOUNT OF STATESIDE PUBLICITY POSSIBLE IN ORDER TO DEMONSTRATE THAT JAPANESE FIRMS ARE INDEED INTERESTED IN PURCHASING PRODUCTS FROM THE U.S. AND THAT THIS MISSION REPRESENTS A POSITIVE EFFORT TO EXPAND TRADE BETWEEN THE U.S. AND JAPAN. MANSFIELD

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